IN THE UNITED STATES DISTRICT COURT FOR THE EASTERN DISTRICT OF TEXAS MARSHALL DIVISION

OPTIMIZE TECHNOLOGY SOLUTIONS, LLC,

Plaintiff,

CASE NO. 2:11-cv-00419-DF

V.

STAPLES, INC., et al.,

Defendants.

JURY TRIAL DEMANDED

NOTICE OF APPEARANCE

Notice is hereby given that the undersigned attorney, Jeffrey S. Love, of the law firm Klarquist Sparkman, LLP, enters his appearance in this matter as counsel for Defendant J.C. Penney Company, Inc.

Respectfully submitted,

Dated: April 18, 2013 By: /s/Jeffrey S. Love

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drugstore.com, Inc., Staples, Inc., and J.C. Penney

Company, Inc.

CERTIFICATE OF SERVICE

The undersigned hereby certifies that on April 18, 2013 a true and correct copy of the above and foregoing document has been served on all counsel of record who are deemed to have consented to electronic service via the Court's CM/ECF system per Local Rule CV-5(a)(3).

/s/ Jeffrey S. Love
Jeffrey S. Love